

What is claimed is:

1. A method of producing discrete patterns of an adhesive coating on a substrate, comprising the following steps:
 - (a) the substrate is moved continuously or discontinuously in a conveying direction,
 - (b) in an application zone a low-viscosity polymerizable and/or crosslinkable precursor material of an adhesive material is applied two-dimensionally to the substrate through at least one opening of substantially slotlike configuration of at least one movable applicator, a pattern being produced by movement of the applicator relative to the substrate,
 - (c) downstream of the application zone the applied precursor material is polymerized and/or crosslinked.
2. A method as claimed in claim 1, wherein the low-viscosity precursor material is applied in a layer thickness of from 0.3 to 5 mm to the substrate.
3. A method as claimed in claim 1 or 2, wherein the low-viscosity precursor material is applied in an applied width of from 3 to 50 mm to the substrate.
4. A method as claimed in any of claims 1 to 3, wherein the low-viscosity precursor material has a viscosity of between 50 and 10 000 mPas.
5. A method as claimed in any of claims 1 to 4, wherein said at least one applicator is moved by means of a robot arm which is freely movable in the substrate plane.
6. A method as claimed in any of claims 1 to 5, wherein said at least one applicator is moved along a translation means at an angle to the conveying direction of the substrate.

7. A method as claimed in claim 6, wherein the applicator is moved perpendicularly to the conveying direction of the substrate.
8. The method as claimed in either of claims 6 and 7, wherein self-contained patterns are produced with two applicators.
9. A method as claimed in any of claims 1 to 8, wherein the low-viscosity precursor material is photopolymerizable and/or radiation-crosslinkable.